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PATENT
Customer No. 020991

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

Filed: March 22, 2000

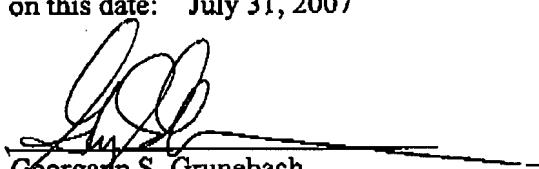
For: "Method and Apparatus for
Transmission, Receipt and Display of
Advertisements"

Group Art Unit: 2623

Examiner: James Sheleheda

Certification Under 37 CFR 1.8I hereby certify that this paper is
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on this date: July 31, 2007


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RESPONSE TO THE ADVISORY ACTION DATED JULY 13, 2007 ACCOMPANYING
REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

The applicants have filed a request for continued examination in the above-referenced patent application. Prior to examination of the application on the merits, please enter the following amendments and consider the accompanying remarks.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 14 of this paper.